



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

Contract # 339643

Schedule Dates

11/02/12-11/06/12

Advertiser

Barack Obama for President (7678)

Agency

Greer, Margolis, Mitchell & Associates (2890)

Product

Political - Federal Candidate (1067)

Brand

POLI/B OBAMA/D/PRE/US (130088)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

GILROY, MAURA

Phone/Fax

/

CPE

N/A

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA 30S 11/2
OBAMA FOR AMERICA

Date Entered 11/01/12

Last Modified 11/05/12

Entered By Mary Beth Halas

CO-OP Yes

Headline # 06401970

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$12,296.25

Net Total \$69,678.75

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Nov. 2012 59

Grand Total: 59

Rate

\$81,975.00

\$81,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4A- Early Today						1			1	\$150.00	\$150.00	Pittsburgh (WPXI)	EARLY TODAY 4-430A/1	11/1/12
2.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4 28A- Channel 11 News 4-5A						1			1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 430-5A/2	11/1/12
3.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	4 58A- Channel 11 News 5-6A						1			1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/3	11/1/12
4.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	5 2A- Channel 11 News 5-6A						1			1	\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/4	11/1/12
5.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	10A- Ellen						1			1	\$675.00	\$675.00	Pittsburgh (WPXI)	ELLEN 10-11A/5	11/1/12
6.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	11A- Anderson						1			1	\$575.00	\$575.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/6	11/1/12
7.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	12-130P- The Doctors 12-130P						1			1	\$575.00	\$575.00	Pittsburgh (WPXI)	DOCTORS 1230-130P/7	11/1/12
8.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	2-30P- Who Wants To Be A Millionaire						1			1	\$575.00	\$575.00	Pittsburgh (WPXI)	MILLIONAIRE 230-3P/8	11/1/12
9.0	Normal Line / Spot	11/02/12-11/02/12	2	:30	2 58P- Days Of Our Lives						1			1	\$1,050.00	\$1,050.00	Pittsburgh (WPXI)	DAYS 3-4P/9	11/1/12
10.0	Normal Line / Prime	11/02/12-11/02/12	2	:30	8-530P- Grimm 9-10P						1			1	\$6,750.00	\$6,750.00	Pittsburgh (WPXI)	GRIMM 9-10P/10	11/1/12
11.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	530A- IMPACT							1		1	\$500.00	\$500.00	Pittsburgh (WPXI)	IMPACT 530-6A/11	11/1/12

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Accepted-Station

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Agency Greer, Margolis, Mitchell & Associates (2890)

Product Political - Federal Candidate (1067)

Brand POL/B OBAMA/D/PRE/US (130088)

Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name GILROY, MAURA

Phone/Fax /

CPE N/A

Account Types National/Political

Billing Type Standard

Comments OBAMA 30S 11/2

OBAMA FOR AMERICA

WPXI
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Greer, Margolis, Mitchell & Associates
3050 K Street NW
Washington, DC 20007

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Last Modified 11/05/12
Entered By Mary Beth Halas
CO-OP Yes
Headline # 06401970
Demo
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Package Deal
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Commission \$12,296.25
Net Total \$69,678.75
Sales Tax

Pittsburgh (WPXI)			
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Nov. 2012	59	\$81,975.00	
Grand Total:	59	\$81,975.00	

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12.0	Revised Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							1		1			Pittsburgh (WPXI)	NEWS 6-8A/12	11/1/12
12.1	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							2		2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	NEWS 6-8A/12	11/1/12
13.0	Revised Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)							1		1			Pittsburgh (WPXI)	NEWS 8-1030A/13	11/1/12
13.1	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)							2		2	\$750.00	\$1,500.00	Pittsburgh (WPXI)	NEWS 8-1030A/13	11/1/12
14.0	Revised Line / Spot	11/03/12-11/03/12	2	:30	7P- Jerome Bettis 7-730p							1		1			Pittsburgh (WPXI)	BETTIS 7-730P/14	11/1/12
14.1	Normal Line / Spot	11/03/12-11/03/12	2	:30	7P- Jerome Bettis 7-730p							2		2	\$1,400.00		Pittsburgh (WPXI)	8ETTIS 7-730P/14	11/1/12
14.1.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
14.1.2	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
15.0	Revised Line / Spot	11/03/12-11/03/12	2	:30	7:30P- Hines Ward Show 730-8p							1		1			Pittsburgh (WPXI)	HINES WARD 730-8P/15	11/1/12
15.1	Normal Line / Spot	11/03/12-11/03/12	2	:30	7:30P- Hines Ward Show 730-8p							2		2	\$1,225.00		Pittsburgh (WPXI)	HINES WARD 730-8P/15	11/1/12
15.1.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
15.1.2	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
16.0	Normal Line / Prime	11/03/12-11/03/12	2	:30	8P- 2012 Breeders Cup							1		1	\$3,375.00	\$3,375.00	Pittsburgh (WPXI)	BREEDERS CUP 8-9P/16	11/1/12

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Nov. 2012	59	\$81,975.00	
Grand Total:	59	\$81,975.00	

11/01/12	Date Entered	11/01/12	
11/05/12	Last Modified	11/05/12	
Mary Beth Halas	Entered By		
Yes	CO-OP		
06401970	Headline #		
	Demo		
Normal	Order Type		
	Package Deal		
15.00	Commission %		
\$12,296.25	Commission		
\$69,678.75	Net Total		
	Sales Tax		

Contract # 339643	Schedule Dates 11/02/12-11/06/12
Advertiser Barack Obama for President (7678)	Agency Greer, Margolis, Mitchell & Associates (2890)
Product Political - Federal Candidate (1067)	Brand POLI/B OBAMA/D/PRE/US (130088)
Salesperson Telerep/Washington DC, Washington DC (1040)	Sales Office Telerep/Washington DC
Buyer Name GILROY, MAURA	Phone/Fax /
CPE N/A	Account Types National/Political
Billing Type Standard	Comments OBAMA 30S 11/2 OBAMA FOR AMERICA



Greer, Margolis, Mitchell & Associates
 3050 K Street NW
 Washington, DC 20007

WPXI
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 Pittsburgh, PA 15214

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17.0	Revised Line / Prime	11/03/12-11/03/12	2	:30	9P- NBC Movie of the Week 9-11P							1					Pittsburgh (WPXI)	MOVIE: RUDY 9-11P/17	11/1/12
17.1	Normal Line / Prime	11/03/12-11/03/12	2	:30	9P- NBC Movie of the Week 9-11P							2		2	\$4,050.00	\$8,100.00	Pittsburgh (WPXI)	MOVIE: RUDY 9-11P/17	11/1/12
18.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P							1		1	\$4,200.00	\$4,200.00	Pittsburgh (WPXI)	NEWS 11-1130P/18	11/1/12
19.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	1:03A- Jerome Bettis 1-130A							1		1	\$750.00	\$750.00	Pittsburgh (WPXI)	8ETTIS 1-130A/19	11/1/12
20.0	Revised Line / Spot	11/04/12-11/04/12	2	:30	5:30A- 8A (EST)								1				Pittsburgh (WPXI)	NEWS 530-8A/20	11/1/12
20.1	Normal Line / Spot	11/04/12-11/04/12	2	:30	5:30A- 8A (EST)							2		2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	NEWS 530-8A/20	11/1/12
21.0	Revised Line / Children's Programming	11/04/12-11/04/12	2	:30	8A- 10A (EST)								1				Pittsburgh (WPXI)	NEWS 8 10A/21	11/1/12
21.1	Revised Line / Children's Programming	11/04/12-11/04/12	2	:30	8A- 10A (EST)								2				Pittsburgh (WPXI)	NEWS 8 10A/21	11/1/12
21.2	Normal Line / Spot	11/04/12-11/04/12	2	:30	8A- 10A (EST)							2		2	\$750.00	\$1,500.00	Pittsburgh (WPXI)	NEWS 8 10A/21	11/1/12
22.0	Revised Line / Spot	11/04/12-11/04/12	2	:30	11A- OUR REGIONS BUSINESS								1				Pittsburgh (WPXI)	OUR REGION'S BUSINESS 11-1130A/22	11/1/12
22.1	Normal Line / Spot	11/04/12-11/04/12	2	:30	11A- OUR REGIONS BUSINESS								2	2	\$1,400.00	\$2,800.00	Pittsburgh (WPXI)	OUR REGION'S BUSINESS 11-1130A/22	11/1/12

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Salesperson Telerep/Washington DC, Washington DC (1040)

Sales Office Telerep/Washington DC

Buyer Name GILROY, MAURA

Phone/Fax /

CPE N/A

Account Types National/Political

Billing Type Standard

Comments OBAMA 305 11/2
OBAMA FOR AMERICA

Date Entered 11/01/12

Last Modified 11/05/12

Entered By Mary Beth Halas

CO-OP Yes

Headline # 06401970

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$12,296.25

Net Total \$69,678.75

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Nov. 2012

Grand Total:

Spots 59

Rate \$81,975.00

Grand Total: \$81,975.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
23.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	12P- Judge Judy 12-1230P								1	1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	JUDGE JUDY 12N-1230P/23	11/1/12
24.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	POST GAME 1130P-1235A/24	11/1/12
25.0	Revised Line / Spot	11/04/12-11/04/12	2	:30	12:35A- Law & Order 1230-130A								1				Pittsburgh (WPXI)	LAW & ORDER 1235-135A/25	11/1/12
25.1	Normal Line / Spot	11/04/12-11/04/12	2	:30	12:35A- Law & Order 1230-130A								2	2	\$750.00	\$1,500.00	Pittsburgh (WPXI)	LAW & ORDER 1235-135A/25	11/1/12
26.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P		1							1	\$4,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 11-1135P/26	11/1/12
27.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	10A- Ellen		1	1						2	\$675.00	\$1,350.00	Pittsburgh (WPXI)	ELLEN 10-11A/27	11/1/12
28.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	11A- Anderson		1	1						2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/28	11/1/12
29.0	Normal Line / Spot	11/05/12-11/06/12	2	:30	11:59A- Channel 11 News At Noon		1	1						2	\$750.00	\$1,500.00	Pittsburgh (WPXI)	NOON NEWS/29	11/1/12
30.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	12:30P- The Doctors 1230-130P		2							2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	THE DOCTORS 1230-130P/30	11/1/12
31.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	1:30P- Today Show 130P		2							2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/31	11/1/12
32.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	2:30P- Who Wants To Be A Millionaire		2							2	\$575.00	\$1,150.00	Pittsburgh (WPXI)	MILLIONAIRE 230-3P/32	11/1/12

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Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments OBAMA 305 11/2
OBAMA FOR AMERICA

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33.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	2:58P- Days Of Our Lives	1								2	\$1,050.00	\$2,100.00	Pittsburgh (WPXI)	DAYS OF OUR LIVES 3-4P/33	11/1/12
34.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	4	:30	2:30P- Pitt/Noble Dame Pre Game	1							1	1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	PITT-ND PREGAME SHOW 230-330P/34	11/1/12
35.0	Normal Line / Sports-Football	11/03/12-11/03/12	4	:30	3:28P- Notre Dame Football	1							2	2	\$7,500.00	\$15,000.00	Pittsburgh (WPXI)	NOTRE DAME-PITT 330-7P/35	11/1/12
36.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5A- 5:30A (EST)	1							2	2	\$0.00	\$0.00	Pittsburgh (WPXI)	Bettis moved from 11/3 to 11/1 line 14	11/4/12
37.0	Normal Line / Spot	11/04/12-11/04/12	10	:30	5:30A- 6A (EST)	1							2	2	\$0.00	\$0.00	Pittsburgh (WPXI)	Ward moved from 11/3 to 11/1 line 15	11/4/12
38.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:28A- Channel 11 News 430A	1								1	\$275.00		Pittsburgh (WPXI)	430a	11/5/12
39.0	Closed Preempt	11/06/12															Pittsburgh (WPXI)	Political/Spot -	
39.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	5:59A- Channel 11 News 6am	1								1	\$1,650.00	\$1,650.00	Pittsburgh (WPXI)	6am	11/5/12
40.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	9A- Today Show 9a	1								1	\$825.00	\$825.00	Pittsburgh (WPXI)	9a	11/5/12
41.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	7A- 8A (EST)	1								1	\$1,275.00	\$1,275.00	Pittsburgh (WPXI)	7-8a	11/5/12
42.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	8A- 9A (EST)	1								1	\$1,225.00	\$1,225.00	Pittsburgh (WPXI)	8-9a	11/5/12

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43.0	M/G For 38.0.1 / Spot	11/06/12-11/06/12	4	:30	4:28A- Channel 11 News 430A	1		1						1	\$175.00	\$175.00	Pittsburgh (WPXI)	430a	11/5/12
44.0	Normal Line / Spot	11/06/12-11/06/12	3	:30	2:58P- Days Of Our Lives	1		1						1	\$725.00	\$725.00	Pittsburgh (WPXI)	days	11/5/12
45.0	Normal Line / Spot	11/06/12-11/06/12	2	:30	4:29P- Judge Judy 430p	1		1						1	\$1,050.00	\$1,050.00	Pittsburgh (WPXI)	Judge Judy	11/5/12

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